



Annual report 2019-2020



September 2020

OUR MISSION AND HISTORY

Info-Crime Montreal encourages citizens to fight crime by communicating anonymously and confidentially information on criminal activities. Citizens can do so easily and with complete confidence by telephone at 514 393-1133 or via the online reporting form available on our website at www.infoCrimeMontreal.ca

Our organization is a partnership with the City of Montreal which requires the participation of the general public, the media and the police. This community-based program, founded in 1987, offers citizens rewards of up to \$ 2,000 and gives anonymously to anyone who provides information that enables a suspect to be arrested.

The Orging of the Program

The Info-Crime program known as “CrimeStoppers” elsewhere in North America was first created in 1976 in the State of New Mexico and subsequently expanded in more than 1,200 cities around the world, including 25 cities in Canada along with Toronto, Winnipeg, Ottawa, Calgary and Hamilton-Wentworth. Having proven its worth in the communities where it was implemented, the program inspired The Montreal Board of Trade (now the Chamber of Commerce of Metropolitan Montreal) to propose the implementation of such a program in Montreal.

The History of Info-Crime Montreal

In December 1986, the Montreal Chamber of Commerce represented by Alex Harper and the Montreal Urban Community Police Service (now the Montreal City Police Service - SPVM) represented by Roland Bourget agreed to jointly develop the Info-Crime program, which in 1987 resulted in the program we know today.

Initially, the initiators of the program identified a real need to develop new and innovative procedures to fight crime within the territory of the MUC. In addition, the cosmopolitan aspect of Montreal, the particular aspects of civil law in relation to common law, as well as the need to have a bilingual program were the major elements placing the MUC in an ideal position to develop the program, which could then be imitated elsewhere in Quebec.

MESSAGE FROM MANAGEMENT

A 33rd year has passed for ICM and we are very proud to present our activity report for the period ending May 31, 2020. A year filled with success, particularly for our visibility and strong growth in information transmission by the citizens. The excellent work of the Strategic Visibility Committee and the involvement of all the members of the Board will have had a very favorable impact on the achievement of our objectives. The high quality and skills of the team allow the organization to evolve in a structured and efficient manner.

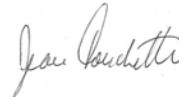
In terms of criminal information for the period from June 1, 2019 to May 31, 2020, Info-Crime Montréal received **5,826 interactions with citizens**, an increase of nearly 51% over the previous year, including **3,165 by telephone** and **2,661 via our online report** form available on our website. Although the gap is narrowing more and more between the two modes of transmission, the telephone remains the means of communication most used by citizens wishing to transmit information quickly.

It is important to mention that the **coronavirus crisis** will have had a significant impact on the last months of our fiscal year, favorable for the transmission of information but unfavorable for our planned activities including the cancellation of our Info-Crime week which was to be held from May 7 to 13.

Thank you to all our supporters and happy reading!



André Drolet
Chairman of the Board



Jean Touchette
President & general director



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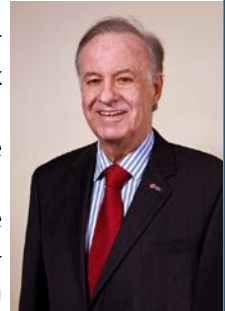
THE VISIBILITY & STRATEGY COMMITTEE

A dynamic and efficient committee!

The Visibility / Strategy committee played a decisive role this year in the visibility actions put forward



This year the committee was made up of Olivier Lapointe, Chairman of the committee, Véronik Ménard, Simon Gagné, André Drolet and Jean Touchette, as well as Hélène Gignac from the SPVM.



The objective of the committee is to identify the main lines of visibility of the organization in order to ensure an increase in the information transmitted by the citizens while promoting the active participation of the local media.



Several initiatives have been put forward through its work, including the development of an advertising campaign with the STM, the publication of a monthly column in the Journal de Montréal, a radio advertising campaign on the airwaves. CFMB 1280 radio and a mega large format outdoor poster campaign with Pattison Outdoor.



THE ANNUAL DINNER ON NOVEMBER 14 :



On November 14, 2019, the annual ICM dinner was held at Le Riviera Reception Halls. This important fundraising event for the organization brought together more than 180 people and this year the organizers had succeeded in obtaining the participation of the well-known actor Michel Charette as a special guest. Several personalities also took part. Let's look at some moments in photos.



During the evening, a tribute was made to former volunteer members of the Board of Directors, Réal Berger, Yvon Beaulieu and Jeann-Pierre Harvey. In the photo, they are with ICM CEO Jean Touchette.

(Photos SPVM)

A SUCCESS THROUGHOUT THE LINE !



During the evening, the personalities of honor took the floor and received a souvenir highlighting their time in the most important activity of the year for Info-Crime. In the photo on the left, we recognize ICM founder Alex Harper presenting an honorary plaque to Ian Lafrenière, representing the Government of Quebec for the event. In the photo on the right, the Director of the SPVM, Sylvain Caron in the presence of the CEO of ICM, Jean Touchette for an official presentation during the evening.



The guests of the head table, from left to right, Simonetta Barth, Deputy Director of the SPVM, Sylvain Caron, Director of the SPVM, the Honorable Senator Jean-Guy Dagenais, Shirlane Day, Vice-President of ICM, Jean Touchette CEO of ICM, Michel Charette, star actor of the District 31 television series and special guest of the 2019 ICM Annual Dinner, Alex Harper, Founder of ICM, Ian Lafrenière of the Government of Quebec, Inspector David Shane, Master of Ceremonies for the evening and Didier Deramond, Director General of the Association of Quebec Police Directors.

OUR MAJOR ACHIEVEMENTS

In June 2019, following a historic partnership agreement with the STM (Société de transport de Montréal), a major advertising campaign was launched in June 2019 with the deployment of 200 signs on the buses of the STM network on the Island of Montreal.



"Combattez le crime avec nous" was the theme of the campaign and the partners involved were very happy when it was officially unveiled at Berri Metro Station. In the photo, from left to right, Jean Touchette, CEO of ICM, Alain Legault, Director of Communications for the STM, Inspector Danik Guerrero of the SPVM and Aldo Arcaro, First Vice-President of ICM.

Another partnership achieved and very interesting for the organization is that with the Journal de Montréal for the publication of a monthly column in its Saturday editions. Another great way to reach out and educate citizens to give tips and information about criminal activity. When the agreement was signed, our CEO, Jean Touchette, accompanied by Stéphane Alarie, Deputy Director of Information for the Journal.



OUR MAJOR ACHIEVEMENTS

The year 2019 was particularly marked by the generous partnership offered by Pattison Outdoor. The major advertising campaign of 100 large-format billboards deployed on the island of Montreal began in October 2019 and will last almost 12 months. This provided incredible visibility, invaluable to Info-Crime.



The agreement with Pattison Outdoor was made thanks to the great collaboration of the team of Dominic Loporcaro, Vice President at Pattison display. In the photo, during the launch of the campaign, we see from left to right, H el ene Gignac from the SPVM and Commander Fran ois Harrison-Gaudreault, Jean Touchette from ICM, Dominic Loporcaro and Pamela H ebert-Poudrier, both from Pattison.

In the spring of 2020, another very interesting partnership was made with CFMB radio 1280 Montreal in order to reach the allophone Montreal community. This agreement resulted in the airing of a 30-second advertisement in French and English in several of the station's programs for 3 months.



ACTIVITIES IN THE FIELD

On November 26, 2019, ICM participated in the Socio.com4 day organized by the Prevention and Urban Safety Division of SPVM. This 4th edition was held at the military base of Longue –Pointe on Hochelaga Street and for the occasion, a hundred socio-community agents were on hand to attend the content-rich event. During the day several workshops and lecturers took part including Claude Simard, coach, speaker and well-known author. Again this year, Info-Crime was a partner of the event with the sponsorship participants gift this year the organizers chose a power supply for cellphones, a practical tool for agents on field. In the photo, during the event, from left to right, Olivier Lapointe, from the Caisse Desjardins des policiers et policières, also a partner of the event, in addition, Mr Lapointe sits on the Board of Directors of ICM, Jean Touchette, CEO of ICM, Inspector Marie-Claude Dandenault, head of the SPVM—DPSU as well as Émilie Toubeix, Consultation Officer.



For a third consecutive year, ICM participated in the Journée de l'assurance de dommage which was held at the Palais des congrès de Montréal on March 10. For the occasion, ICM CEO Jean Touchette and Micheline Nadeau, a volunteer from the organization, hosted the ICM kiosk on site. Once again, excellent visibility for Info-Crime Montreal. This important event in the insurance industries is organized by the Journal de l'Assurance and is well attended by several of Info-Crime Montreal's honorary partner members. In the photo, during the event, Jean Touchette, Micheline Nadeau and ICM Vice-President, Aldo Arcaro, are with the Master of the event, Serge Therrien.



PREVENTION PROGRAMS

Info-Crime Montreal is involved and contributes financially in many prevention projects, most of which are developed by the socio-community agents of the SPVM

Rebondi Project, allows police officers to strengthen ties with young people through the donation of soccer balls or basketball during a service call or various activities. Created ten years ago, the project will have distributed thousands of balls over time. The current person in charge of the project is the coordination agent Nancy Beauchesne of the SPVM North Operational Center.



The haunted house at PDQ 11

is a project that aims to connect with citizens by transforming the neighborhood police station into a haunted house for Halloween. This project was under the responsibility of the socio-community agent Ann-Nathalie Côté.

Created in 2012 by the SPVM, Info-Crime joined this year **Project Numéro** with its partner Marquage Antivol Sherlock for the identification of bicycles. Traditionally, the work was done with a chisel, but Sherlock's arrival offered by sandblasting. Pilot sessions



were held at Parc Lafontaine in PDQ 38 and the comments from citizens were excellent. The socio-community agent responsible for the project was Gabriel Couture.

THANKS TO OUR SUPPORTERS

GOVERNOR MEMBER



GOLD MEMBER

